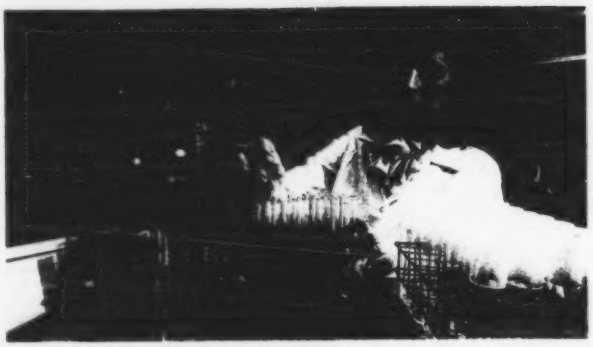
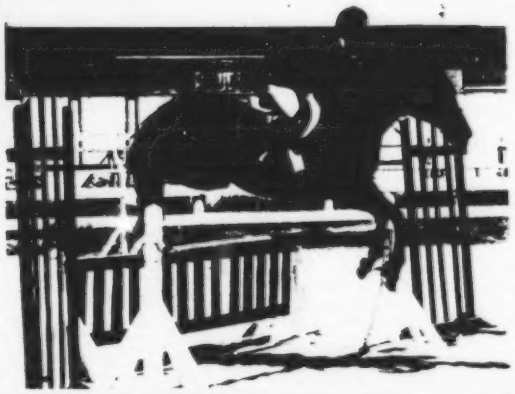
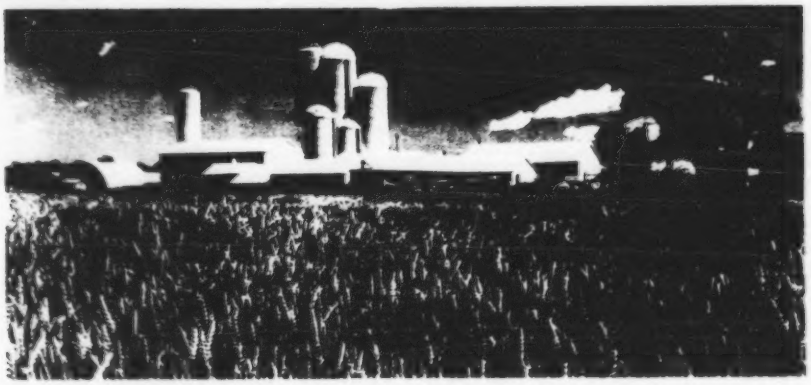
ESSENTIAL CAREERS







IN AGRICULTURE AND FOOD

Ontario

Ministry of Agriculture and Food

91-01138/

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Introduction

The agriculture and food industry is a dynamic force in Ontario's prosperity.

With related industries, it is a multi-*billion* dollar business responsible for about one in every five jobs in our province.

Food is a key commodity, bought and sold on world markets. Ontario exports more than $2-billion worth of food and agricultural products around the globe each year.

Ontario also produces over 40 per cent of all processed food products in Canada. We are talking about a fast-paced and diversified industry.

That means your career can take many directions.

Agriculture and Food can Offer a Career to Match Every Taste

You could be a producer of nourishing foods on one of Ontario's 72,700 farms.

Perhaps you would favor selling (or servicing) the machinery, fertilizer and animal feed needed in food production. Or you may want to make caring for animals your career.

Can you see yourself managing food services in a health care institution or restaurant?

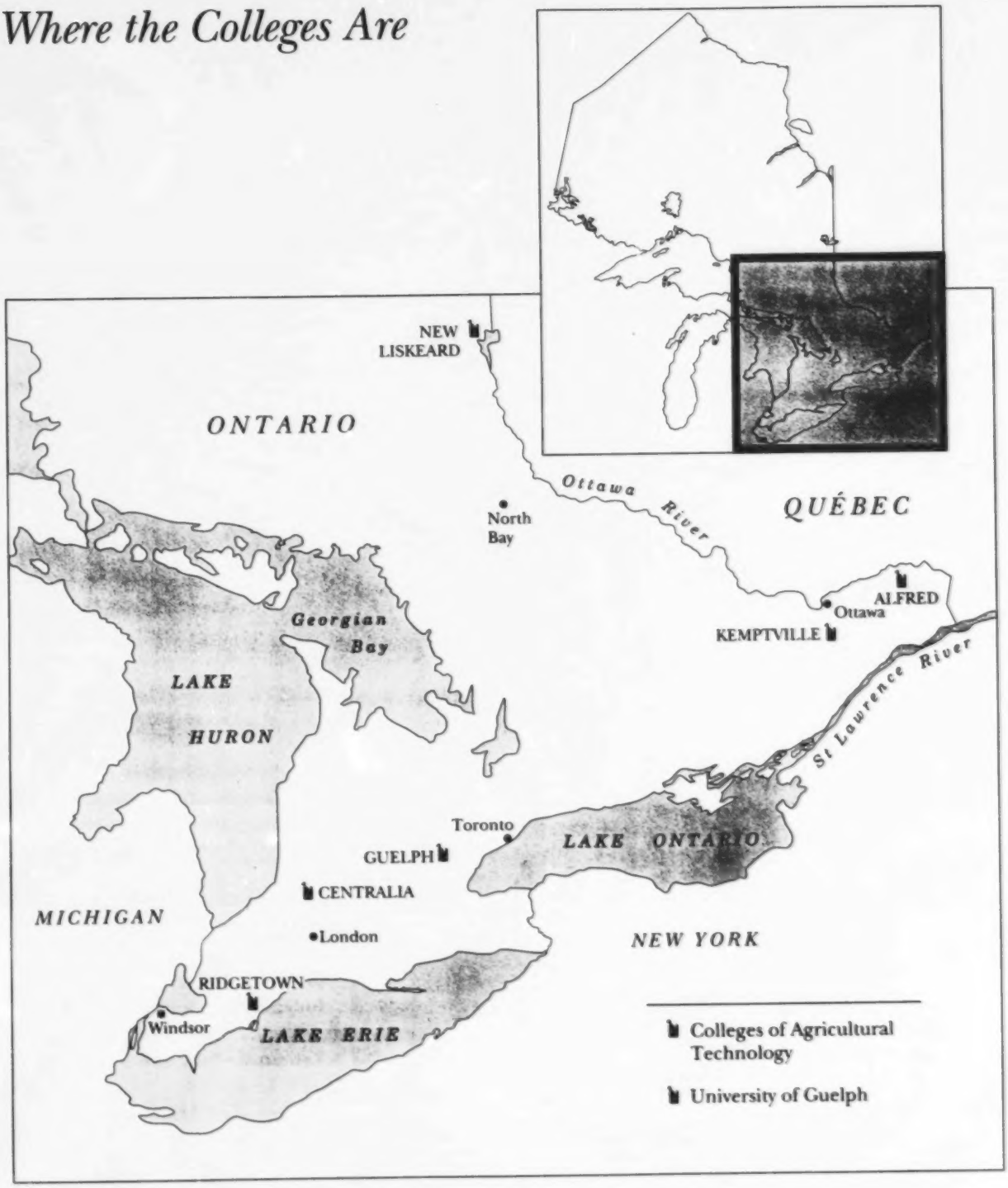
You could find solid prospects in food processing and packaging, or in wholesale or retail sales. On the other hand, working in a research lab may be more your style.

Regardless of your choice, here is a cheerful fact: jobs in this industry outnumber college graduates of agriculture and food programs.

You can be a part of this exciting and varied industry. But first, you need to prepare for it. Your career starts with a decision to take one of the diploma or certificate programs at any of the ministry's five Colleges of Agricultural Technology, the University of Guelph or through Independent Study (a home-study alternative on page 18).

Read on for a taste of the many satisfying careers in the world of agriculture and food.

Where the Colleges Are



Agriculture — Production & Management

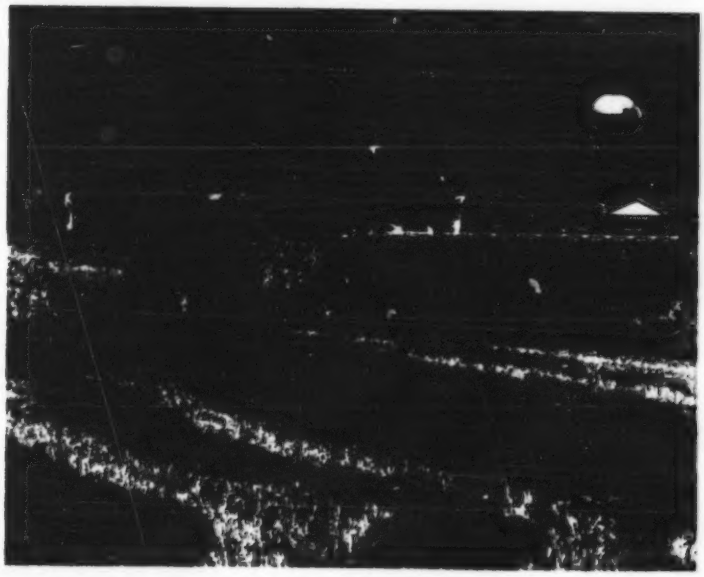
Growers of food are the crucial, first link in the chain of skilled people who put wholesome products on the tables of the world.

We live in a global village with a global market. Food can be produced, packaged and shipped a long way from its source and still compete with local produce. To serve today's market, food producers have to be market-sharp and productive.

Ontario producers make the grade. You can too. The key is to develop the production and business skills needed to run a farming enterprise on a sound footing. Agricultural Production and Management courses give you that essential training.

A Job in Food Production is a Job in an Essential Industry

Specifically, you can choose to concentrate on such areas as field crops, horticulture or livestock technology.



You will learn how:

- to produce food efficiently with modern technology
- to practice effective stewardship of resources
- to make sound financial decisions
- to control production costs competitively
- to acquire, maintain and repair farm machinery.

All five colleges and the University of Guelph offer the Agricultural Production and Management program; you can take it through Independent Study too.

Kemptville College also offers a dairy herd worker certificate program and Alfred College, a farm worker certificate program.

Career Possibilities

- ❑ *Farm Operation Manager*
- ❑ ***Dairy Herd Improvement Supervisor***
- ❑ ***Research Technician***
- ❑ ***Cash Crop or Dairy Producer***
- ❑ ***Agricultural Product Inspector***
- ❑ ***Farm Supply Representative***

Agribusiness/Agricultural Business Management

There are lots of career choices in diverse agriculture and food. A popular option is the competitive, off-farm world of agribusiness. It's an exciting field that demands sound technical knowledge and innovative management.

If you want to be challenged by such a career, consider taking the Agribusiness Management program, available at Ridgetown and Centralia Colleges, and the University of Guelph. It can help you develop the special skills being sought by agribusiness employers.

Career Opportunities in Agribusiness Outnumber Graduates 3 to 1

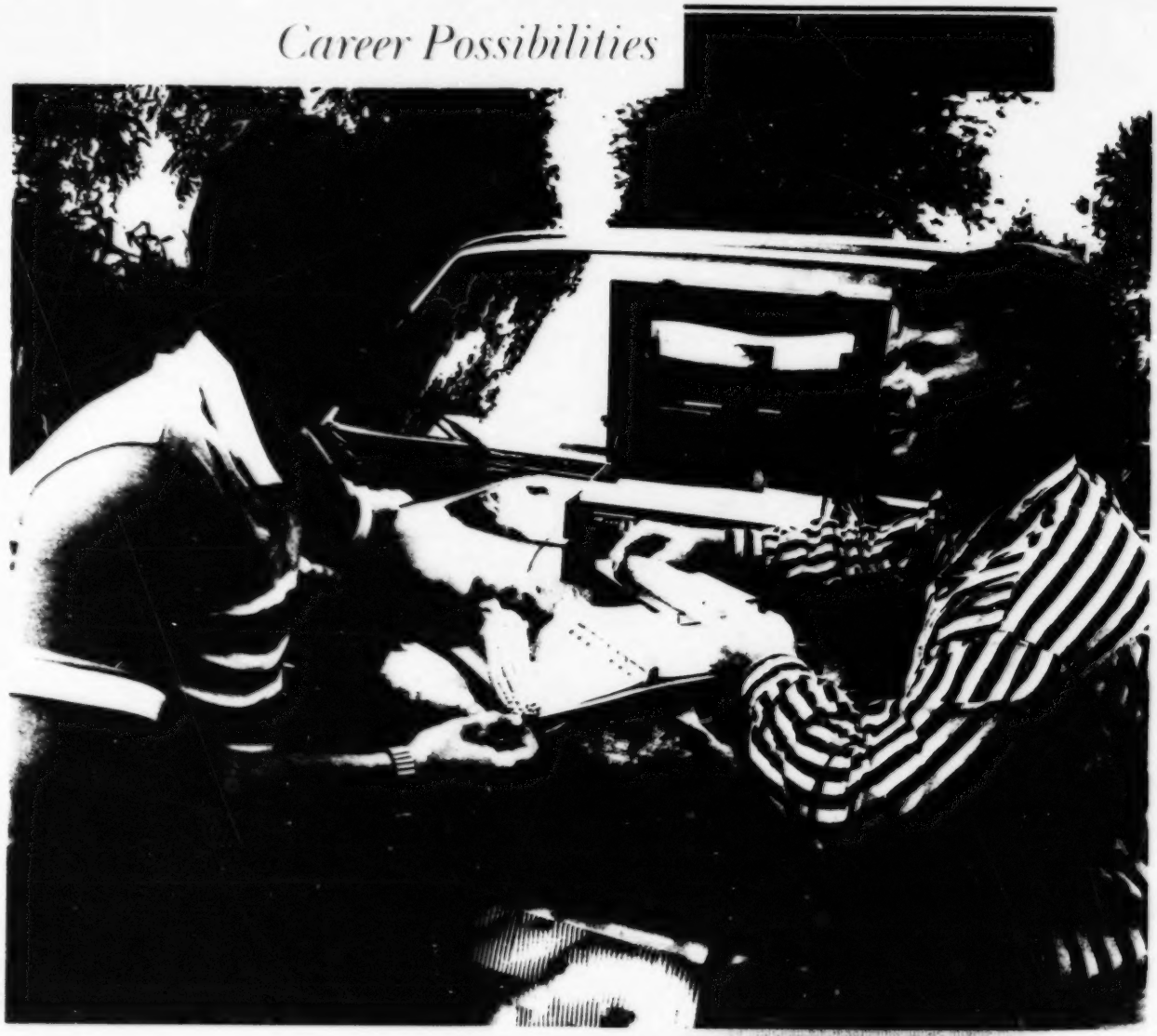
You could learn how to market agricultural goods and services to farmers; advise farmers directly on business decisions and the wise use of credit; or be a sales representative assisting farmers with seed, feed, fertilizer and farm machinery purchases.

Many areas of agribusiness now require licenced technicians with specific skills. You could graduate with several licences for such practices as lawn and turf spraying, or grain elevator fumigation. Safe handling of pesticides and formulating special livestock feeds are further examples of special study.

If you like computers and managing money, you could pick a career with a bank or credit agency, delivering vital financial services to agricultural clients. Or you may be attracted to opportunities in the making and marketing of new food and agricultural products, such as biodegradable plastic containers made with corn starch.

Ridgetown College also offers a three-year Co-Op diploma program in Elevator and Farm Supply Management; here, you will learn specifics in operations and business management, such as grain grading and grain marketing. This program's work experience at leading Ontario agribusinesses will be of great benefit in developing your "real-world" skills for success.

Career Possibilities



- ❑ ***Farm Consultant***
- ❑ ***Agricultural Loans Officer***
- ❑ ***Elevator or Farm Supply Outlet Manager***
- ❑ ***Technical or Marketing Representative***
- ❑ ***Livestock Feed Advisor***

Animal Health Technology

The humane care of animals is a major public concern in research, food production or companionship.

Would you like to help in the positive effort toward ensuring that animals are kept well and well-treated? You can make such a contribution as an animal health technician.

The Demand for Animal Health Graduates has Never been So Great

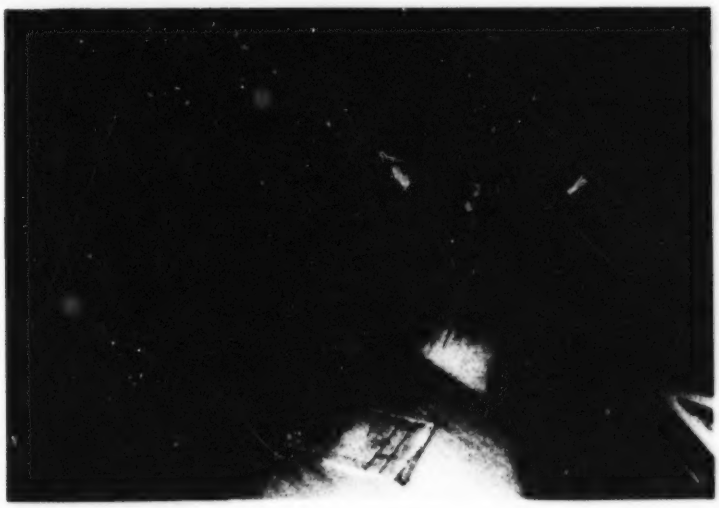
The Animal Health Technology program at Centralia College positions you for such a satisfying and challenging career. Emphasis is on both food-producing and companion animals, providing graduates with the skills to assist veterinarians in large and small animal practices. Medical research institutions will also value your practical laboratory experience.

Animal shelters, diagnostic labs, pharmaceutical firms and veterinary teaching hospitals have all discovered just how essential college-trained animal health technicians really are.

In this program, you will receive hands-on instruction in such areas as animal handling, radiography, surgical assistance, anethesiology, animal care and husbandry and diagnostic lab work.

Clinical facilities, operated by practicing veterinarians, are open to students on a rotational basis to provide experience in more than 60 off-campus field trips. A four-week externship away from the college rounds out the program.

These practice orientations will help to give you the sophisticated technical expertise so much in demand today.



Career Possibilities

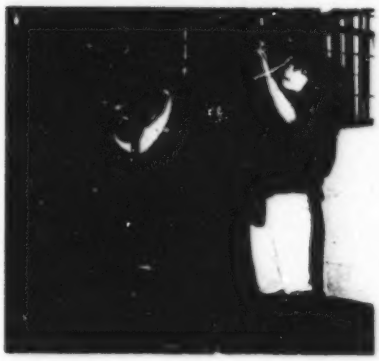
- ❑ ***Veterinary Assistant***
- ❑ ***Research Technician***
- ❑ ***Quality Control Technician***
- ❑ ***Medical Research Assistant***
- ❑ ***Teaching Assistant***

Equine Technology

If you love *horses*, you can make them your career.

You will also be in good company. The equine industry is expanding, and so creating many new career opportunities for you.

Ontario's $500-Million Horse Industry Employs 150,000 People



To provide horse enthusiasts with solid career training in this growth industry, New Liskeard College offers a two-year Equine Technology program.

You will get management training in horse enterprises as well as courses in agricultural sciences, business management and communications. You will also focus on horse nutrition, health, breeding and effective stable management.

Because this program combines classroom teaching with practical experience, you can count on having extensive horse-contact time. Riding and showmanship are important and enjoyable parts of the program. You will also be expected to help manage the college stables.

A one-year Equestrian Coaching certificate program is offered at Kemptville College. You will get training in riding skills, stable management and coaching through clinics, practical work, field training and classroom lectures.

Graduates of both equine programs, interested in becoming level 1 instructors with the Canadian Equestrian Federation, may request taking the certification exam right on campus.

Career Possibilities

- ❑ ***Breeding, Riding, Training or Boarding Facility Manager/Owner***
- ❑ ***Equine Marketing Consultant***
- ❑ ***Trainer***
- ❑ ***Riding Instructor***
- ❑ ***Tack Shop Manager/Owner***
- ❑ ***Groom***

Food Service Management

Forty per cent of the Canadian food dollar is spent on meals away from home. That figure is growing all the time.

For you, this means expanded opportunities in food service management, dietetics, franchising or culinary arts. Picture yourself, say, as a manager of food services in a health care facility, where many graduates are employed. You could also find great job potential in the food manufacturing sectors or in food research and development.

More than 150,000 Food Industry Jobs will be Created in 7 Years.

A good educational background in a program approved by the Ontario Dietetic Association (ODA), is often required for career growth in the food service industry. Food Service Management programs, offered at Alfred, Centralia and Kemptville Colleges, are ODA-approved.

As a trained graduate, you will be in great demand as a food service supervisor in the assembly, production and distribution of food or as an assistant in clinical nutrition services. Duties can be many and varied.

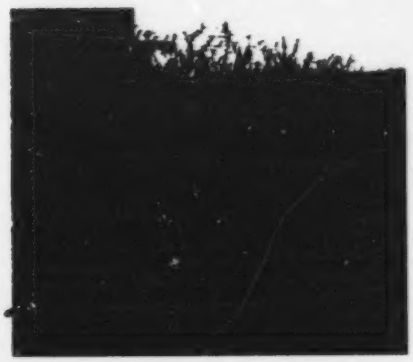
For example, as a food service supervisor in a hospital, you would participate in training and evaluating staff, plan food services and prepare budgets, write special diets, have a hand in the nutritional care of patients and more.

Field work is a winning feature of this program. There is a minimum of eight weeks practical experience in the food service field after the first year. At the end of your second year, you will spend five-to-six weeks in a health care facility to gain supervisory experience as part of your overall training. When you graduate, you are ready—and the working world is ready for you.

Career Possibilities

- ❑ ***Hospital or Nursing Home Food Service Supervisor***
- ❑ ***Food Technician***
- ❑ ***Food Product Demonstrator***
- ❑ ***Diet Technician***
- ❑ ***Commercial Caterer***

Horticulture



The booming horticulture industry is ripe with opportunities, everything from growing lima beans to landscaping.

The growing importance of nutrition is encouraging health-conscious Canadians to eat more fruit and vegetables. Growers of specialty crops for exotic Oriential, European and other ethnic foods are also finding expanding markets.

Fruit and vegetable production courses are offered at all five agricultural colleges, the University of Guelph and are available as Independent Study courses.

Job Opportunities in Landscaping are Outpacing the Supply of Graduates

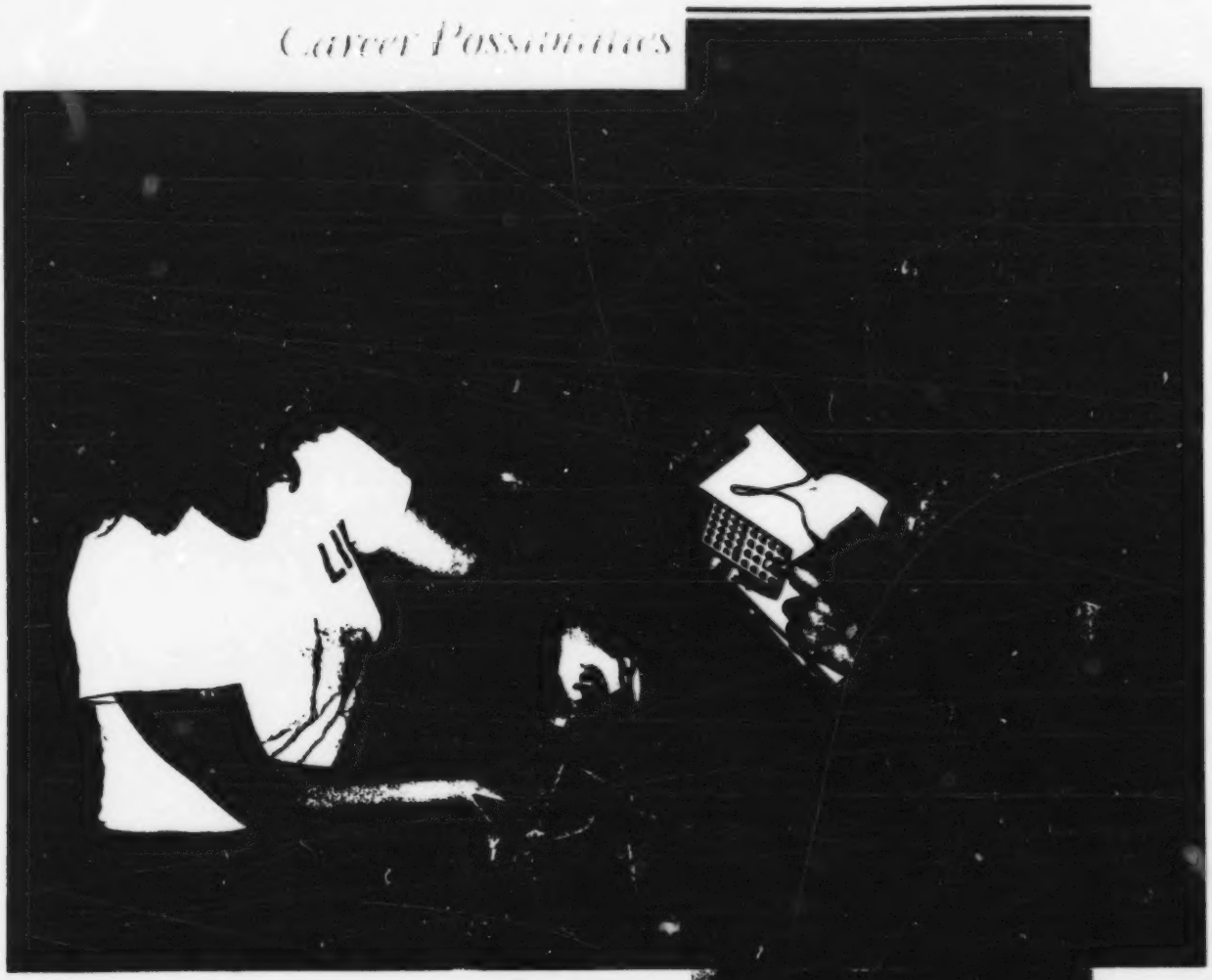
The landscape industry has a tremendous demand for graduates of the Ornamental Horticulture program. There are three-to-four jobs for every new college-trained graduate right now and the market is growing!

Our cities are expanding to create a lucrative market for graduates in landscape design and contracting. A bright future awaits those trained in the field of landscape maintenance.

Recreational areas, golf courses, turf farms and city park departments are calling out for qualified horticulturalists as are nurseries, commercial greenhouses, garden centres and other retail stores.

Ornamental Horticulture and Landscape Courses are offered at Kemptville and Ridgetown Colleges. The University of Guelph also has a Co-Op diploma program in horticulture. You can also choose to take Independent Study in this area.

Career Possibilities



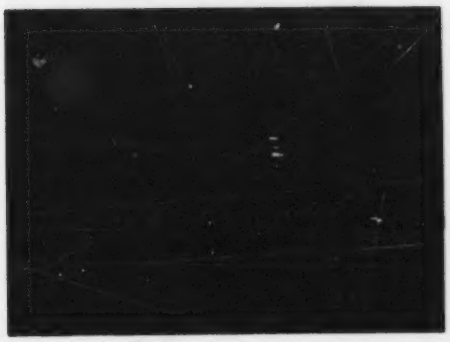
- ❑ [illegible]
- ❑ Landscape Gardener/Designer
- ❑ Greenhouse Operator
- ❑ Retail Garden Centre Manager
- ❑ Parks Department Supervisor
- ❑ Horticultural Product Inspector

Quality Control — Laboratory Technology

*F*ood must be safe and nutritious. Quality control is vital to that effort and to the expanding crusade for a cleaner, healthier environment.

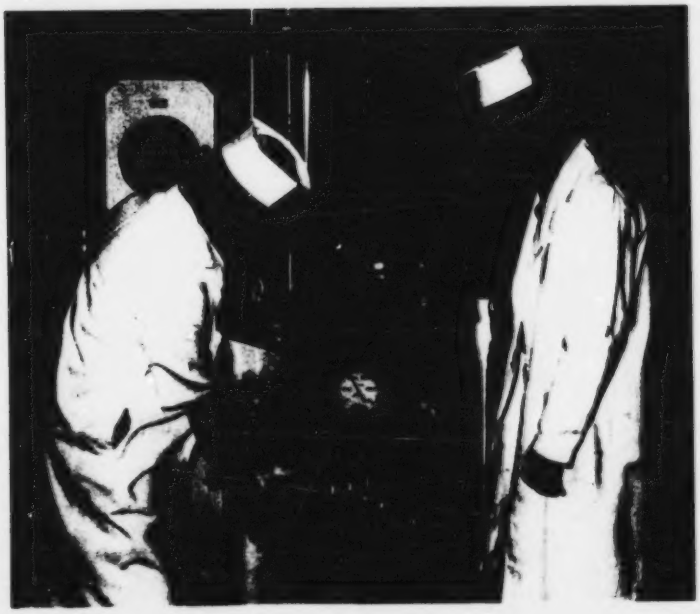
You can play a part in this growing and all-important work.

Commitment to Quality Equals More Jobs in the 1990s



A two-year diploma program at Ridgetown College will prepare you for your quality career. You will take courses in chemistry, microbiology, plant biology, animal nutrition, quality control, research technical analysis and – you guessed it – lots of lab work.

Once trained, you will find the industry offers absorbing job opportunities.



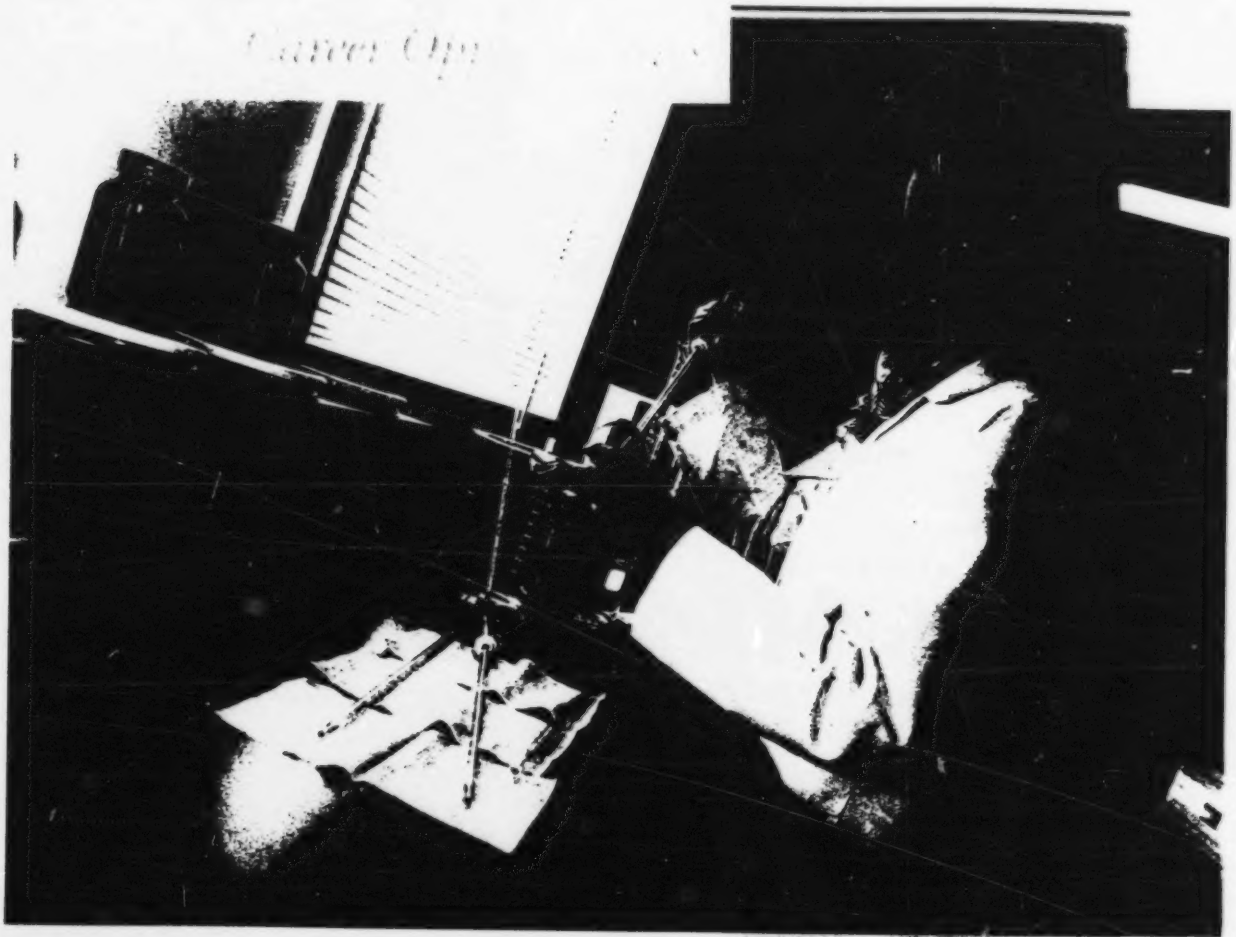
There may be a spot for you, for example, in one of the high technology laboratories serving Ontario agriculture's production sector. These labs analyse soil samples sent in by farmers to determine fertility and chemical residue levels and the type of spray or fertilizer to be used.

Farmers must make such management decisions based on accurate data which *you* can provide using sophisticated testing equipment.

These decisions affect the cost and quality of the food we eat and the environment we share. What can be more important?

Large-scale food processing companies also maintain their own quality control labs staffed by scientists, technicians and analysts. They make sure the raw product coming in and the finished product going out are high in nutrition and quality.

You can make a difference in this important work.



- ❑ *Quality Control Analyst*
- ❑ *Lab Manager*
- ❑ *Lab Technician*
- ❑ *Quality Control Representative*
- ❑ *Seed Analyst*

Independent Study

Fifty thousand people can't be wrong. That is how many have enrolled in Independent Study courses since the early 1960s.

Like them, you can take these home study courses for professional and personal growth, for job advancement, to pursue a hobby or simply for the joy of learning.

Expand your Horizons without Leaving Home

Independent Study is a "distance education" alternative to classroom instruction and offers nearly 60 home study courses and 40 educational videotapes in agriculture, horticulture and rural living subjects.

Here is a peek at what is available:

- livestock biology
- dairy goat production
- indoor/outdoor gardening and landscaping
- greenhouse management
- basic soil science
- turf management
- crop production
- animal nutrition
- farm financial management
- beekeeping
- urban tree care

. . . and many more.

Each course is written by a specialist, and most often includes a manual, audio tapes, color filmstrips/microfiche and viewer, or videotape.

Offered by the University of Guelph, Independent Study courses can be taken for credits toward earning the highly regarded diplomas in horticulture and agriculture. Similar courses are available in French at Alfred College.

Career Opportunities

- ❑ *Landscape [illegible] Contractor*
- ❑ *Golf Course [illegible]*
- ❑ *Cash Crop Grower*
- ❑ *Nursery Manager*
- ❑ *Cemetery Maintenance Supervisor*
- ❑ *Farm Supply Sales Representative*
- ❑ *Urban Forester*

Programs at a Glance

DIPLOMA PROGRAMS	*CAREER POSSIBILITIES*	Alfred	Centralia	Kemptville	New Liskeard	Ridgetown	Guelph	Ind. Study
		SEMESTERS						
Agribusiness Management/ Agricultural Business Management	Farm consultant, Agricultural loans officer, Manager of elevator or farm supply outlet, Technical or retail sales representative, Marketing specialist		4			4	4	✓
Agribusiness Technology • Elevator/Farm Supply	Sales representatives (feed, fertilizer, chemicals, seed), Production supervisors, Elevator operators, Field representatives, Farm store managers					5C		
Agricultural Journalism (in co-operation with Loyalist College)	Agricultural writer, Agricultural publications editor, Public relations officer			4R				
Agriculture – Production & Management	Farm operator/manager, Dairy herd improvement supervisor, Research technician, Cash crop or Dairy producer, Agricultural product inspector, Farm supply representative	4F	4	4	4	4	4	✓
Animal Health	Veterinary assistant, Research technician, Quality control technician, Medical research assistant, Teaching assistant		4					
Equine (Horses)	Breeding, riding, training or boarding facility manager/owner, Equine marketing consultant, Trainer, Riding instructor, Tack shop manager/owner, Groom				4			
Food Service Management	Hospital or nursing home food service supervisor, Commercial caterer, Food product demonstrator, Diet technician, Media food columnist	4FR	4R	4R				
Horticulture	Fruit or vegetable grower, Landscape gardener/designer, Greenhouse operator, Garden centre manager, Parks department supervisor, Horticultural product inspector, Golf course superintendent			4		4	4C	✓

DIPLOMA PROGRAMS	*CAREER POSSIBILITIES*	Alfred	Centralia	Kemptville	New Liskeard	Ridgetown	Guelph	Ind. Study
				SEMESTERS				
Ornamental Horticulture	Landscaper, Landscape designer, Golf course superintendent, Cemetery manager, Landscape maintenance, Nursery manager, Arborist			4		4	4C	✓
Quality Control – Laboratory Technology	Quality control analyst, Lab manager, Lab technician, Quality control representative, Seed analyst					4		

CERTIFICATE PROGRAMS								
				WEEKS				
Agricultural Production Techniques				52				
Agricultural Welder-Fitter				40				
Dairy Herdworker				10R				
Dairy Processing				9				
Equestrian				30				
Farm Equipment Mechanic				40R				
Farm Equipment Mechanic Apprentice				40R				
Farm Worker	48F							
Farrier				15				
Feed Industry Advisor								✓
Food Service				63				
Grain Grading				2				
Heavy Horse Workshop				1				

LEGEND

C: *Co-Op program*
F: *French*
R: *Required Work Term is Part of Program Study*

Getting to Know Us

WHY A diploma from one of Ontario's five Colleges of Agricultural Technology or the University of Guelph can be your ticket to any of the career areas discussed. Academic costs are less than $2,000 for a two-year diploma, and there is no waiting list.

Job opportunities abound when you finish. Why go elsewhere?

WHO College students come from both urban and rural backgrounds, and most are high school graduates.

Faculty of the colleges and the university are closely connected to the industry, so you get "real world" information and training.

WHAT The colleges are friendly places, with no more than 400 students each. It means a lot of individual attention from teachers, so you really learn.

Most of the students live in comfortable residences. You can also expect a wide range of athletic and other recreational facilities.

WHERE Two colleges are located in western Ontario – at Ridgetown and near Centralia; Kemptville and Alfred are both near Ottawa; and New Liskeard is in Northern Ontario. Alfred is unique with instruction in French.

The University of Guelph offers the Associate Diploma in Agriculture and Independent Study Programs.

WHEN With a Grade 12 diploma, you can start your education and training with us in early September. Independent Study has year-round enrolment.

HOW There are lots of ways to know us better: talk to your guidance counsellor, ask for a college calendar, arrange a personal visit, write or phone a college for more info (pg. 24).

Or if you want to see the colleges and graduates in action, borrow a video:

Videos

- The Centralia Experience
- The Ridgetown Reality
- The Kemptville Connection
- New Liskeard – Come Learn With Us
- You're Needed in the Food System
- A Class Act (All Colleges)
- Food For Thought (Centralia)
- Doing The Distance (Ind. Study)

Write/Call

- Audio Visual Library
  Ministry of Agriculture And Food
  Room 38, Johnston Hall
  University of Guelph
  Guelph, N1G 2W1

  (519) 824-4120 (ext 3324)

College Life

Address Book

Diploma and Certificate Programs

Alfred College of Agriculture and Food Technology
Box 580
Alfred, Ontario
K0B 1A0
(613) 679-2218

Centralia College of Agricultural Technology
Huron Park, Ontario
N0M 1Y0
(519) 228-6691

Kemptville College of Agricultural Technology
Kemptville, Ontario
K0G 1J0
(613) 258-8334

New Liskeard College of Agricultural Technology
New Liskeard, Ontario
P0J 1P0
(705) 647-6738

Ridgetown College of Agricultural Technology
Ridgetown, Ontario
N0P 2C0
(519) 674-5456

UNIVERSITY of GUELPH
Office of the Registrar
Guelph, Ontario
N1G 2W1
(613) 824-4120– ext. 8721

Independent Study

University of Guelph
South House
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